



SWITZERLAND MEDIA LANDSCAPE

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Country overview

ONE OF THE WORLD'S WEALTHIEST COUNTRIES

Overview of Switzerland



CAPITAL
Bern

REGION
Europe

GDP PER CAPITA, PPP
\$65,010

GDP
\$705.5 billion

POPULATION
8,516,543

AREA
41,277 SQ.KM

Switzerland, officially called the Swiss Confederation, is a small country in Central Europe known to be one of the world's wealthiest.

The country's strong economy is powered by low corporate tax rates, a highly-developed service sector led by financial services and a high-tech manufacturing industry.

Switzerland has low unemployment, a skilled labor force and one of the highest gross domestic products per capita in the world.

Media consumption overview

DIGITAL IS QUICKLY CATCHING UP WITH WIDELY USED TRADITIONAL MEDIA



Spend 1 hour 35 minutes with
radio



Spend 1 hour 53 minutes
with TV



Spend 32 minutes with print

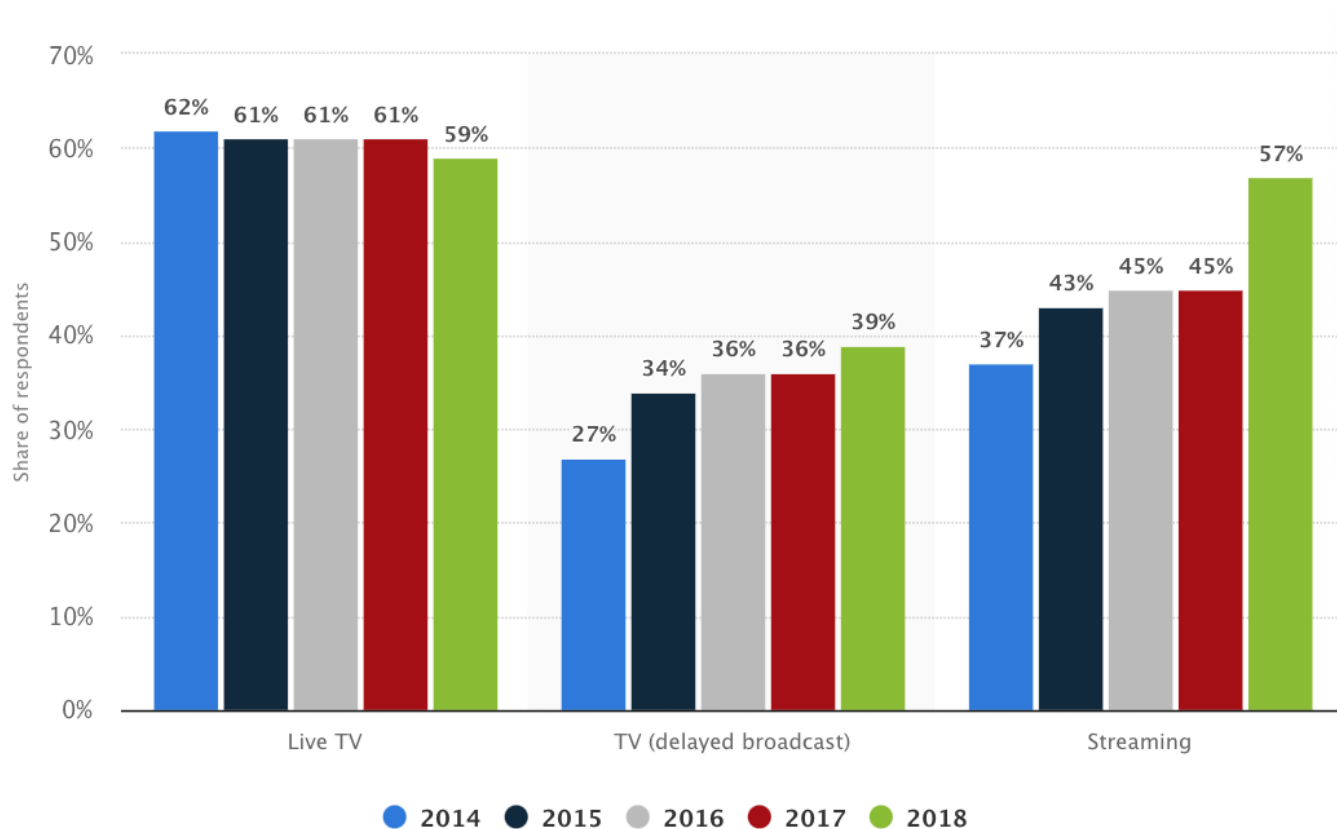


Digital is mainly used by the
younger age groups

TV

REACHES A LARGE PROPORTION OF THE SWISS POPULATION IN A SHORT DURATION

Weekly TV content consumption in Switzerland



TV reaches two-thirds of the population aged 15+ every day.

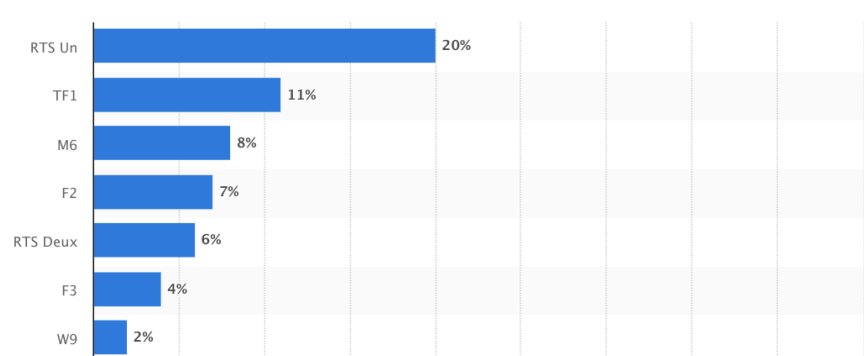
While time-shifted viewing is increasing, classic TV remains the first choice for watching television.

In the Swiss TV market, diversity of channels has increased steadily, catering to German, French and Italian speaking audiences.

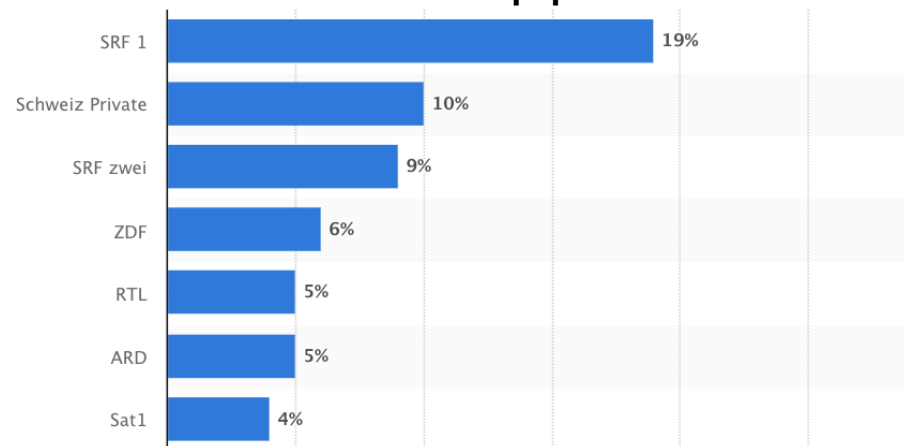
TV

TOP TV STATIONS BY LANGUAGE

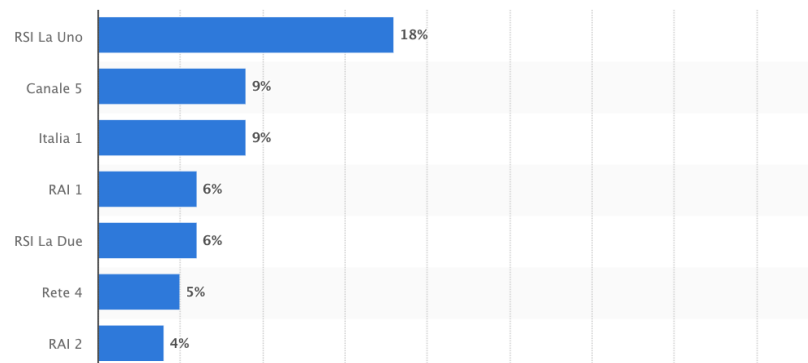
Market share of TV broadcasters in Western/French Switzerland in 2019



Market share of TV broadcasters in German Switzerland in 2019-
60% of the population



Market share of TV broadcasters in Italian Switzerland in 2019



Radio

91% OF SWISS HOUSEHOLDS ARE EQUIPPED WITH A RADIO RECEIVER

83% of the people
in German-
speaking
Switzerland tune
in daily for around
two hours.

80% in the Romandie
listen to the radio for
102 minutes per day.

87% in the Italian
speaking part
listen for 117
minutes a day.

Switzerland is one of
the largest users of
digital radio. More
and more of FM
stations are migrating
to digital.

Radio

COUNTRY'S TOP NETWORKS



SRG SSR

The public radio broadcaster SRG SSR, operating stations catering to all languages, is the most listened-to and reaches 2.6 Million people.

Half that number is attributable to just one programme (SRF1).

Radio

TOP GERMAN LANGUAGE RADIO STATIONS

Radio Pilatus



Radio Pilatus is a private radio station in Central Switzerland. The station started transmission in 1983. The studios are in Lucerne.

Radio SRF



Radio SRF 1 is a Swiss radio channel, one of six operated by Schweizer Radio und Fernsehen (SRF), with its headquarters in Zürich. Programming is mainly general and includes news and entertainment, as well as satire, games, and radio broadcasts for children.

Radio SRF 2 Kultur



Radio SRF 2 Kultur is one of six radio channels operated by Schweizer Radio und Fernsehen (SRF), the German-language division of the Swiss public-broadcasting organisation SRG SSR. As its name implies, Radio SRF 2 Kultur is a cultural channel.



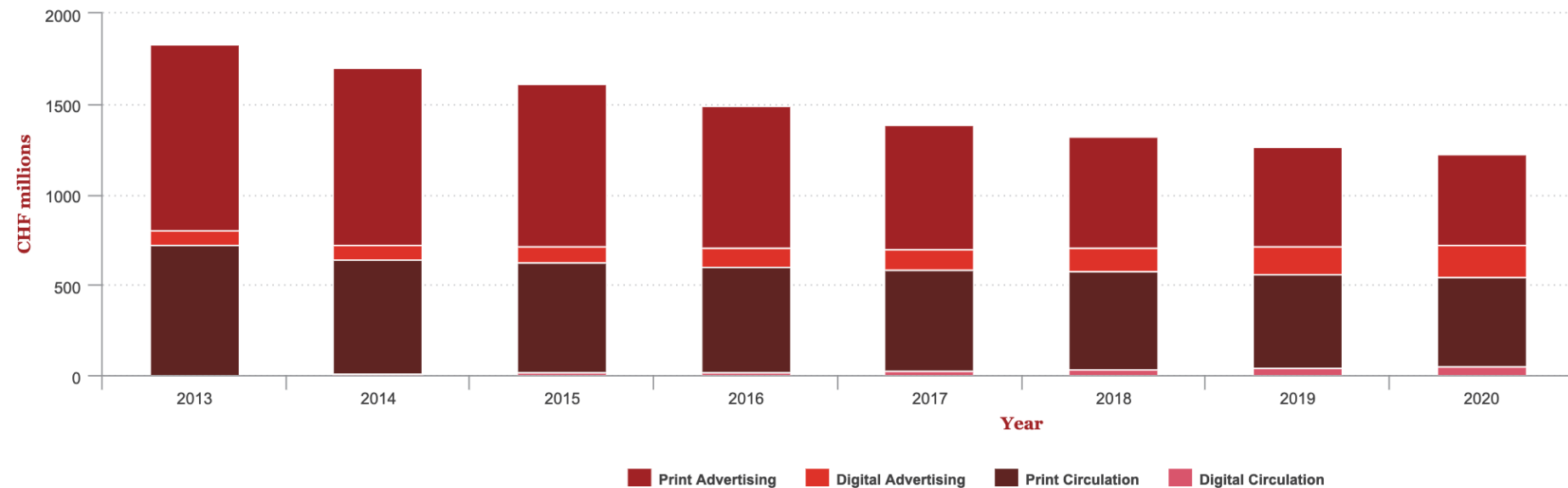
Radio SRF 3

Radio SRF 3 is the third radio station from Schweizer Radio und Fernsehen (SRF). It is a music radio station positioned towards young adults.

Print

RISE IN DIGITAL, BUT INK-ON-PAPER IS STILL A FAVORITE IN SWITZERLAND

Newspaper Publishing Market
by component (CHF millions)

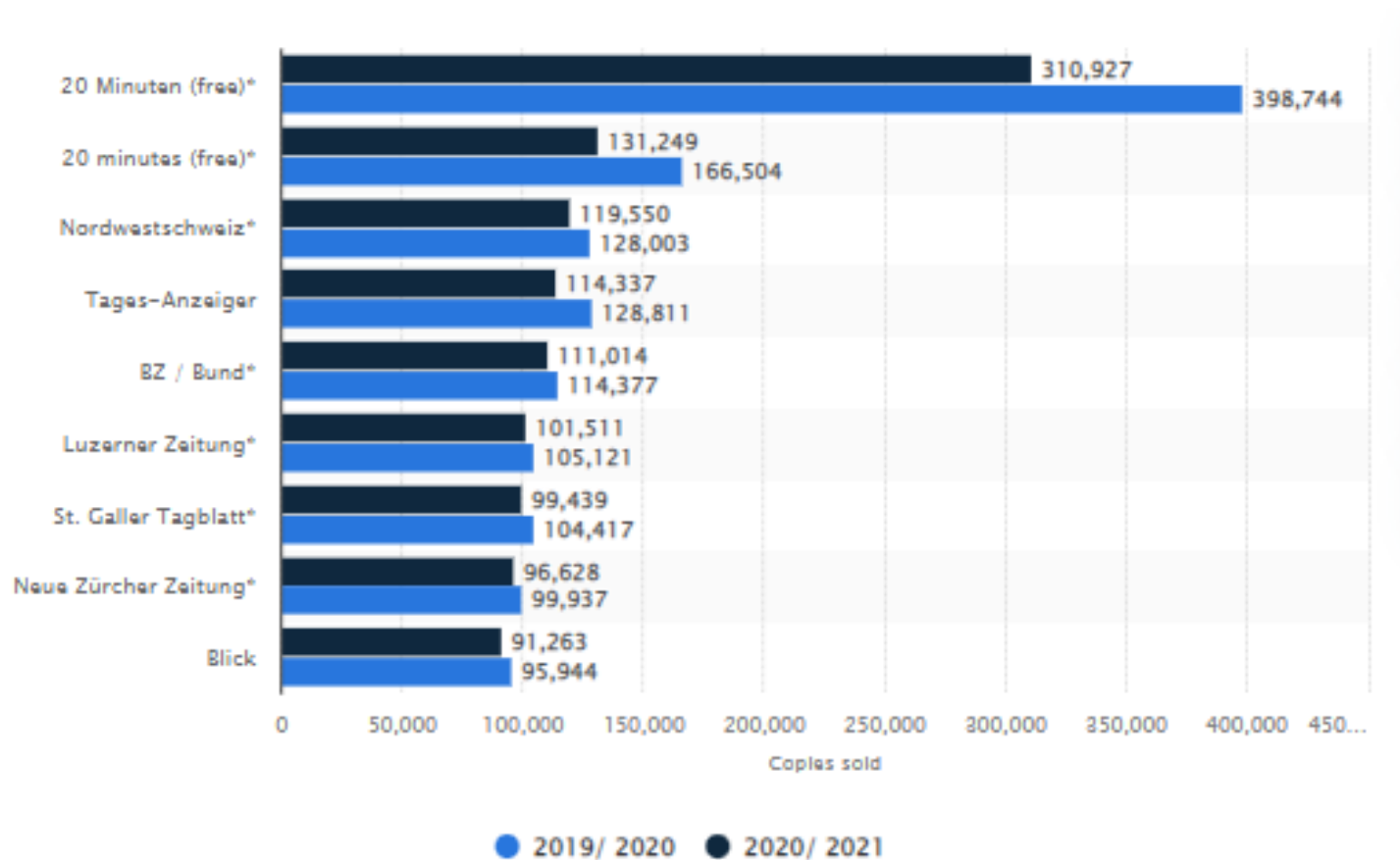


The Swiss have been slightly slower to adapt to online press because of their preference for print. This explains why decline in total circulation has fallen at a slower rate than most other markets, while digital circulation has only now begun its uptick.

Print

TOP PRINT TITLES

Newspapers with the highest circulation in Switzerland in
2019/2020 and 2020/2021



nordwestschweiz



Print

TOP GERMAN LANGUAGE PRINT TITLES



20 Minuten Daily Circulation: 310,927

20 Minuten is a free daily newspaper in Switzerland. In the German-speaking parts of Switzerland, specific editions are made for the regions of Basel, Bern, Lucerne, St. Gallen and Zurich.



Tages-Anzeiger Daily Circulation: 114,337

Tages-Anzeiger is a Swiss German-language national daily newspaper published in Zurich, Switzerland. The newspaper consists of a number of sections; domestic and international news, economic news, regional news, sports news, culture and society.



Berner Zeitung (BZ) Daily Circulation: 111,014

BZ is a Swiss German-language daily newspaper, published by Tamedia in Bern.

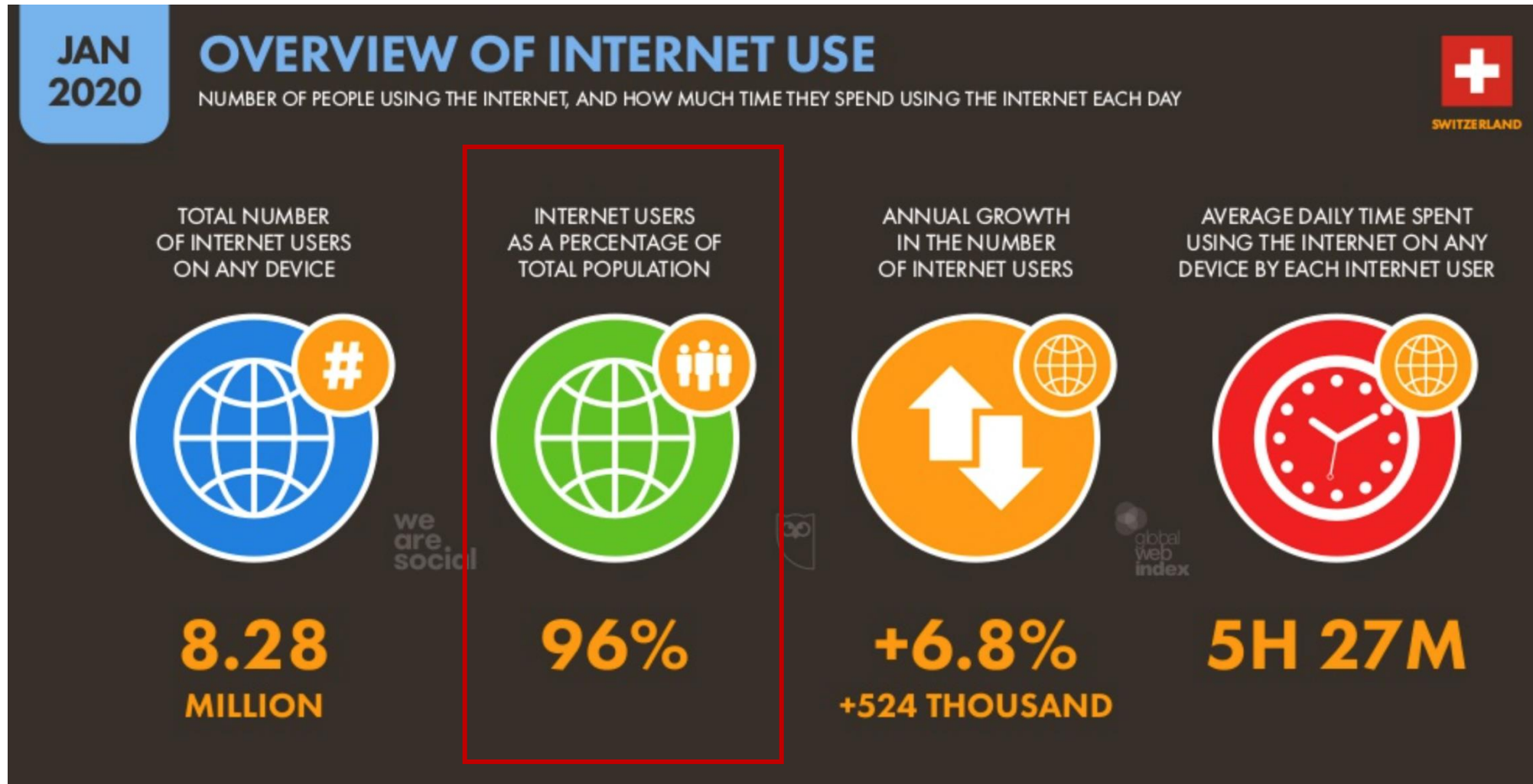


Luzerner Zeitung Daily Circulation: 105,121

Luzerner Zeitung (LZ) is a Swiss German-language daily newspaper, published in Lucerne. The newspaper is published in six regional editions.


Digital overview

A HIGH PENETRATION RATE OF 96%



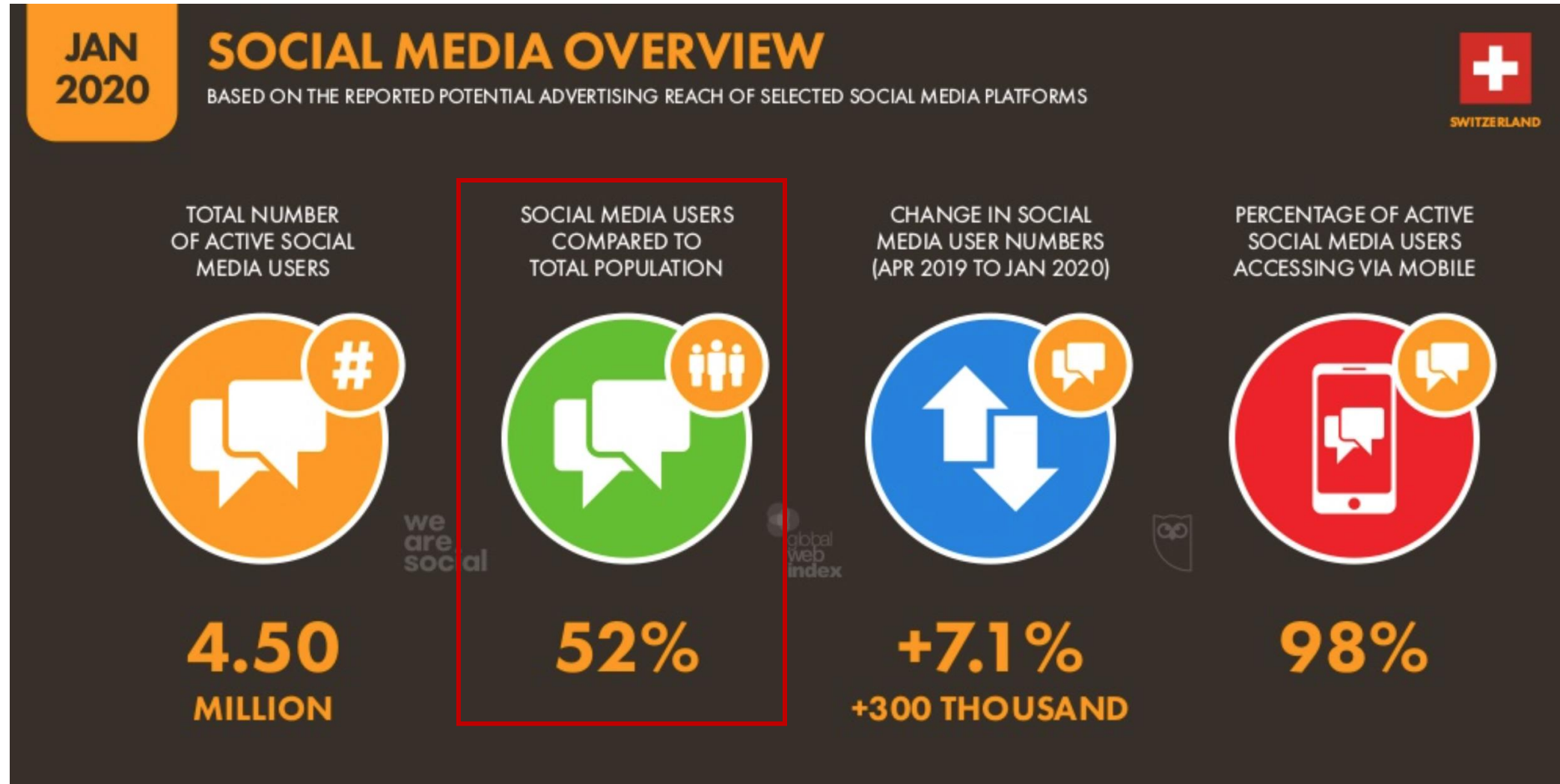
Where one can find them on the web

FOUR OUT OF TEN MOST POPULAR WEBSITES RELATE TO ONLINE PRESS

JAN 2020		MOST-VISITED WEBSITES (SIMILARWEB)				 SWITZERLAND	
		RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO SIMILARWEB					
#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT		
01	GOOGLE.COM	SEARCH	315,800,000	11 M 24S	8.5		
02	YOUTUBE.COM	STREAMING VIDEO	94,150,000	22M 12S	8.9		
03	FACEBOOK.COM	SOCIAL	62,870,000	9M 13S	9.1		
04	GOOGLE.CH	SEARCH	53,060,000	8M 27S	10.4		
05	WIKIPEDIA.ORG	REFERENCE	36,290,000	3M 50S	3.3		
06	20MIN.CH	NEWS & MEDIA	24,210,000	4M 10S	3.4		
07	BLICK.CH	NEWS & MEDIA	23,830,000	4M 15S	3.3		
08	BLUEWIN.CH	NEWS & MEDIA	20,620,000	6M 51 S	5.1		
09	PORNHUB.COM	ADULT	16,230,000	9M 11S	8.5		
10	SRF.CH	STREAMING VIDEO	14,980,000	4M 21 S	3.8		

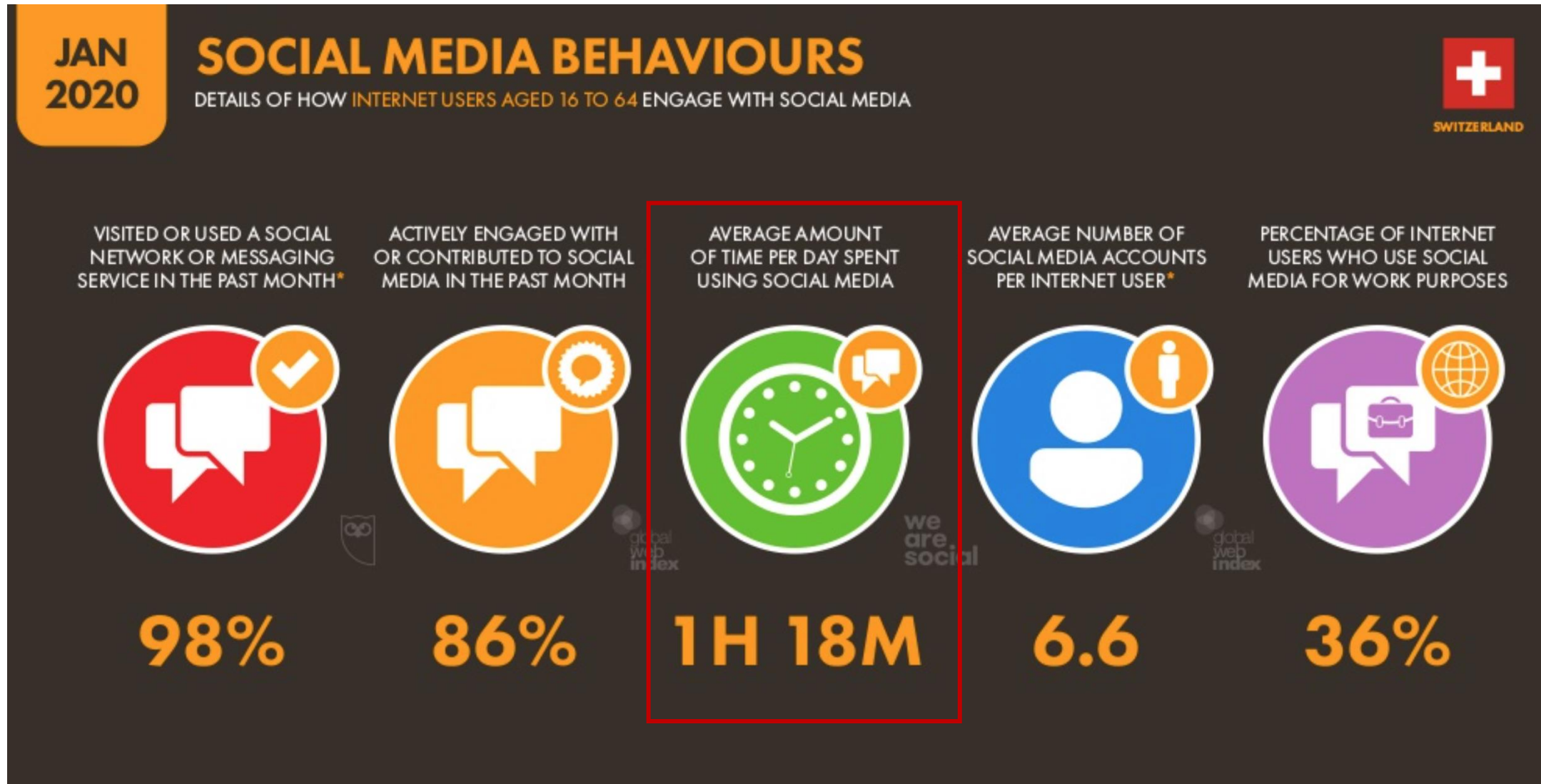
Social media overview

ONLY ABOUT HALF THE POPULATION USES SOCIAL MEDIA



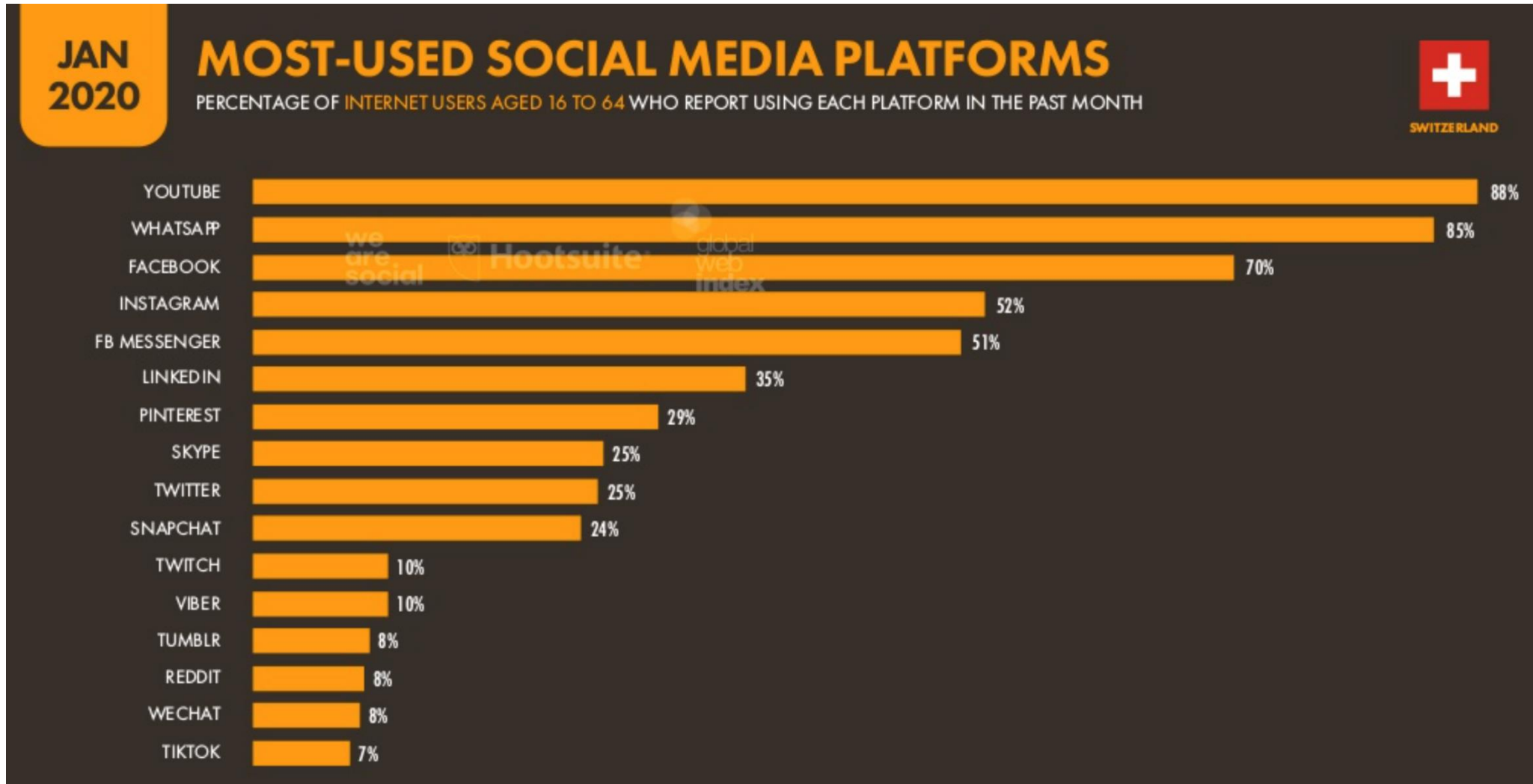
Social media behavior

AVERAGE TIME SPENT ON SOCIAL MEDIA IS LOWER THAN THE EUROPEAN AVERAGE



Most popular social media platforms

YOUTUBE HAS THE HIGHEST ADVERTISING AUDIENCE, LEADING BY A CONSIDERABLE MARGIN



Let's discuss

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